



Fiesta Bowl & Experience Scottsdale Contract Fulfillment 2016-17

(Experience Scottsdale was formerly Scottsdale Convention & Visitors Bureau, SCVB)

PlayStation Fiesta Bowl
Saturday, Dec. 31, 2016
Clemson vs. Ohio State

Motel 6 Cactus Bowl
Tuesday, Dec. 27, 2016
Boise State vs. Baylor

1.1 Both Fiesta Bowl teams stay in Scottsdale/PV resorts.

Both Fiesta Bowl teams stayed in Scottsdale/PV resorts.

- Fairmont Scottsdale Princess: Ohio State Team, 1,608 room nights
- The Scottsdale Plaza Resort: Clemson Team, 1,698 room nights

1.1 One Cactus Bowl team stays in a Scottsdale/PV resort (Dec. 2006-09).

Although this is no longer required per the contract, one Cactus Bowl team stayed in a Scottsdale/PV resort.

- Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch: Boise State Team, 785 room nights

1.2 Both Fiesta Bowl teams practice at Scottsdale-area facilities.

Both Fiesta Bowl teams practiced at Scottsdale-area facilities.

- Notre Dame Prep High School: Ohio State
- Scottsdale Community College: Clemson

1.2 One Cactus Bowl team practices at Scottsdale-area facility (Dec. 2006-09).

Although this is no longer required per the contract, one Cactus Bowl team practiced at a Scottsdale-area facility.

- Chaparral High School: Boise State

1.3 Fiesta Bowl responsible for securing and renting its Scottsdale practice facilities.

Fulfilled

1.4 Fiesta Bowl to cause 5 groups representing 2,000 room nights to lodge in Scottsdale/PV—with at least 3 of these groups affiliated with Fiesta—not Cactus Bowl.

The Fiesta Bowl caused 10 groups representing 6,267 room nights to lodge in Scottsdale/PV, with 8 of these groups affiliated with the Fiesta Bowl. Of these rooms, 3,806 were in Scottsdale resorts and 2,461 were in Paradise Valley resorts.

• Doubletree Resort: Ohio State Alumni (FB), media overflow	192 room nights
• Embassy Suites Scottsdale: Ohio State Band (FB)	507 room nights
• Fairmont Scottsdale Princess: Ohio State Team (FB), FB Committee	1,639 room nights
• Hilton Scottsdale Resort & Villas: Clemson Band (FB)	354 room nights
• Hotel Valley Ho: Clemson Alumni (FB)*	191 room nights
• Hyatt Regency Scottsdale: Boise St. Team (CB), Ohio St. Alumni (FB)	1,115 room nights
• JW Marriott Camelback Inn: Media Hotel (FB & CB)	571 room nights
• Scottsdale Plaza Resort: Clemson Team (FB)	1,698 room nights

These numbers reflect groups generated by the Fiesta Bowl/Cactus Bowl and Experience Scottsdale teams. There were other tour groups, fans and visitors throughout Scottsdale that were not a direct referral from the Fiesta Bowl/Cactus Bowl.

An additional 54 room nights for conference representatives and VIPs also were generated at Royal Palms Resort & Spa, as well as 334 room nights for Clemson Alumni at The Westin Kierland Resort & Spa, both Phoenix-based resorts that are in Experience Scottsdale membership.

**Received attrition for room nights; however, room revenue, including bed-tax and sales-tax, on the 191 rooms was still collected.*

2.1 SCVB exclusive CVB and hotel reservation service for Fiesta Bowl game.

Fulfilled

2.2 Fiesta Bowl shall promote within its collateral, the SCVB's website for accommodations bookings.

Fulfilled

2.3 Fiesta Bowl to refer customers seeking accommodations to SCVB's website.

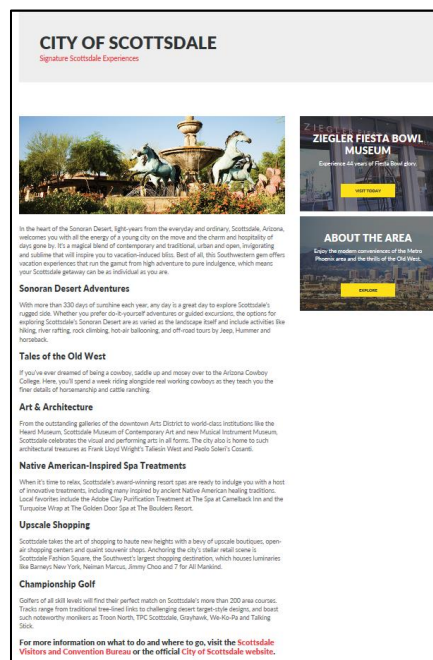
Fulfilled

2.4 Fiesta Bowl to provide link from home page of its website to SCVB's accommodations booking page.

In addition to providing a link from the home page of its website to the Experience Scottsdale website, the Fiesta Bowl also provided promotional copy about the area.

2.5 Fiesta Bowl shall promote accommodations-booking page to incoming groups.

Fulfilled



2.6 Fiesta Bowl allows SCVB to appoint representative to be part of committee related to game accommodations for incoming universities.

A member of the Experience Scottsdale staff was involved in the process this year for requests for proposal for band and alumni accommodations. However, contract negotiations with hotels are handled directly between the hotels and the Fiesta Bowl.

2.7 Fiesta Bowl to allow SCVB to take part in promotional trips to markets of participating teams.

Experience Scottsdale did not participate in these trips this year. Instead, we worked directly with Fiesta Bowl staff to identify and place groups in Scottsdale/PV properties. We also participated in team meetings that took place at the Fiesta Bowl office.

2.8 Fiesta Bowl to provide minimum of 5 public address announcements during each Fiesta Bowl game.

The Fiesta Bowl provided Experience Scottsdale with five public address announcements during the Fiesta Bowl game. In addition, our logo was shown on the stadium video boards during these public address announcements.

2.9 Fiesta Bowl to provide SCVB two 30-second video board spots during each Fiesta Bowl game.

The Fiesta Bowl provided Experience Scottsdale with two 30-second video board spots during the Fiesta Bowl game.

2.10 Fiesta Bowl to provide SCVB with a full-page ad in Fiesta Bowl and Buffalo Wild Wings Bowl game programs and Fiesta Bowl Entertainment Guide.

Both the Fiesta Bowl and Cactus Bowl game programs included a full-page ad from Experience Scottsdale, as well as both City of Scottsdale and Experience Scottsdale logos on the sponsor recognition pages. A total of 9,000 Fiesta Bowl programs were distributed to all suites and sold at merchandise stands, while 6,000 Cactus Bowl programs were distributed.

Fiesta Bowl decided not to produce the Entertainment Guide moving forward. In place of the guide ad, Experience Scottsdale received two tickets to the Aug. 31 Kickoff Luncheon. These tickets were used by Experience Scottsdale President & CEO Rachel Sacco and Scottsdale Mayor Jim Lane to represent the destination at this event.

2.11 Fiesta Bowl to list City of Scottsdale and SCVB as sponsors in Fiesta Bowl game program and other areas where sponsors listed.

Fulfilled

3.1 Fiesta Bowl to provide one stadium suite for each Fiesta Bowl game.

Experience Scottsdale's convention sales team used the stadium suite during a meeting planner familiarization tour. The suite helped us attract top planners who otherwise wouldn't have been here.

3.2 Fiesta Bowl to provide 30 tickets to Fiesta Bowl game in best available "non suite" category of seating.

Experience Scottsdale used these tickets for local meeting planner clients.

3.3 Fiesta Bowl to provide 50 tickets to Fiesta Bowl's Fan Fest (formerly College Football's Biggest Party) for Fiesta Bowl game.

At Experience Scottsdale's request, the Fiesta Bowl agreed to swap these tickets out for additional Stadium Club pregame party passes that are more valuable to Experience Scottsdale in hosting clients.

3.4 Fiesta Bowl to provide 8 tickets to its pregame party for Fiesta Bowl game.

Experience Scottsdale used these tickets for the convention sales team's meeting planner familiarization tour.

3.5 Fiesta Bowl to provide 8 parking passes for Fiesta Bowl game.

Experience Scottsdale used these tickets for the convention sales team's meeting planner familiarization tour, and for local meeting planner clients.

3.6 Fiesta Bowl to provide 8 games tickets to Cactus Bowl.

Experience Scottsdale used these tickets for local meeting planner clients.

3.7 Fiesta Bowl to provide 2 parking passes to Cactus Bowl.

Experience Scottsdale used these tickets for local meeting planner clients.

3.8 Fiesta Bowl to provide 4 tickets to Fiesta Bowl Ball.

The Fiesta Bowl Ball is no longer an event hosted by the Fiesta Bowl. In place of these tickets, Experience Scottsdale receives 4 Club Tickets, which were used for travel professional clients.

3.9 SCVB agrees not to resell any of the tickets it receives from Fiesta Bowl.

Fulfilled

4.1 City provides Scottsdale police escorts to & from daily practices & to & from Fiesta Bowl & Cactus Bowl games to all teams that stay in Scottsdale/PV properties. The escorts are provided at no charge to Fiesta Bowl or the applicable teams.

Fulfilled

4.2 City provides Scottsdale police department representative to aid Fiesta Bowl and Cactus Bowl teams staying in Scottsdale with matters of public safety and security.

Fulfilled

4.3 SCVB shall aid Fiesta Bowl, upon request, with locating practice facilities within Scottsdale for use by Fiesta Bowl and Cactus Bowl teams.

The Fiesta Bowl located a new practice facility for one of the Fiesta Bowl teams. Input about several new sites was requested from the Experience Scottsdale team. Other practice facilities remained the same.

4.4 SCVB shall aid Fiesta Bowl annually, upon request, with securing room blocks and rates at Scottsdale and Paradise Valley resorts at rates set by BCS for Fiesta Bowl and Cactus Bowl games.

A member of the Experience Scottsdale staff was involved in the process this year for requests for proposal for band and alumni accommodations. However, contract negotiations with hotels are handled directly between the hotels and the Fiesta Bowl.

4.5 SCVB shall secure for Fiesta Bowl's use a block of 250 room nights at Scottsdale/PV resorts at substantially-discounted rate.

Fiesta Bowl did not use this benefit this year.

4.6 SCVB shall feature Fiesta Bowl within SCVB's destination marketing materials.

Following is a recap of how Experience Scottsdale promoted the Fiesta Bowl games.

Fiesta Bowl

Online

- Fiesta Bowl calendar of events listing (5,173 page views)
- Fiesta Bowl event slider on ExperienceScottsdale.com home page (42,858 page views)
- Social media:
 - 6 Twitter posts (74,711 followers)
 - 2 Facebook posts (149,796 followers)
- Pay-per-click advertising (1,785 clicks)

Email

- Included in October 2016 meetings email (8,091 sends)
- Included in November 2016 leisure email (99,442 sends)

Print

- Featured event listing in the 2017 Scottsdale Visitors Guide (125,000 printed copies)
- Included in November/December 2016 printed calendar of events (9,000 printed copies)

Sales

- Fiesta Bowl FAM: Eight event and meeting planners and their guests were in attendance

Public Relations

- Featured in "Touchdown in Scottsdale for PlayStation Fiesta Bowl" press release (distributed to 35 media contacts in Ohio State area and 27 media contacts in Clemson area)

Additional Promotion

- Distributed Experience Scottsdale materials to the Fiesta Bowl Museum, including 240 visitor guides and 1,000 Scottsdale-area maps.

Cactus Bowl

Online

- Cactus Bowl calendar of events listing (1,555 page views)
- Cactus Bowl "Our Picks" section for events (9,250 page views)
- Social media:
 - 2 Twitter posts (74,711 followers)
 - 1 Facebook post (149,796 followers)
- Pay-per-click advertising (895 clicks)

Print

- Featured event listing in the 2017 Scottsdale Visitors Guide (125,000 printed copies)
- Included in November/December 2016 printed calendar of events (9,000 printed copies)

Public Relations

- Featured in “Touchdown in Scottsdale for the 28th Motel 6 Cactus Bowl” press release (distributed to 523 media contacts in Baylor area, including all major news outlets in Texas, and 224 media contacts in Boise State area)

Additional Promotion

- Distributed Experience Scottsdale materials to the Fiesta Bowl Museum, including 240 visitor guides and 1,000 Scottsdale-area maps.

Ohio State Pep Rally

In addition, Experience Scottsdale was able to secure the Ohio State Pep Rally at WestWorld of Scottsdale. The pep rally took place Friday, Dec. 20, 2016, from 11 a.m. till 2 p.m. The food and beverage sales alone during the pep rally generated more than \$10,000 in revenue for WestWorld.



4.7 SCVB/City payment to Fiesta Bowl

Experience Scottsdale/City paid Fiesta Bowl \$310,850 for 2016-17 benefits as stipulated in the 20-year agreement.